

PIJACANA KLIK.



Access to known, trustworthy local producers

Pay lower prices for better products

Save time

Solving the trust problem that the consumers always have when buying food



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The service is aimed to solve the trust problem that the consumers have when buying food in supermarkets and even on local green markets. They are never sure who the producer is. How far is the food brought from? How high the quality is?

To solve this problem, we created „Market on click“ solution which connects consumers with local producers. It acts as a broker between food producers, food consumers and home deliverers. It allows consumers to find products coming from KNOWN, LOCAL PRODUCERS with built REPUTATION. On the other side, it allows producers to organise production for motivated consumers. It is based on community CONFIDENCE, REPUTATION and TRUST of all involved actors.

What are the benefits of Pijaca na klik?

The main benefits for the consumers are: access to known, trustworthy local producers and their products of certain and always the same quality, time saving and lower price for products.

On top of this main goal, producers have benefits as well: access to motivated consumers, production planning based on pre-orders, moving market into the virtual internet world, reputation management, time saving and higher profit.

The Service envisages few delivery options: producers deliver their products; consumers collect, or even pick their food themselves or „Uber“ like community delivers products from their area.

The producers will be encouraged to offer consumers to visit their farms. That gives young, city families opportunity to teach children how the food is produced.

MSoftOpera

The team of MSoftOpera consists of few enthusiasts who care about food quality. We represent a combination of people with extensive experience in two fields crucial for the success of the project: software development and agriculture. Our focus is implementing new technologies in agriculture.

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